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EXPORT OPPORTUNITIES FOR VIETNAM AGRICULTURAL PRODUCTS IN SELECTED EUROPEAN MARKETS:

FRANCE, GERMANY, AND THE NETHERLANDS

International Development Center • Economic Research Service
U.S. Department of Agriculture cooperating with U.S. Agency for International Development
and the Vietnam Ministry of Agriculture and Land Development

ABSTRACT

Export potentials for Vietnamese fish, forestry, and agricultural products are being measured in a series of U.S. Department of Agriculture/U.S. Agency for International Development studies. This report is mainly devoted to potential markets in France and West Germany for spices, tropical fruit, selected vegetables, and bed feathers and down.

This survey revealed some potential for fresh onion and garlic and spice sales in France. Some processed specialty items and tropical fruit (e.g., rice noodles and canned mangoes) also appeared to have some sales opportunity in France.

Products with the best potential for export to West Germany were canned pineapple, white asparagus, green beans, mushrooms, and duck feathers and down.

Introduction and promotion of Vietnamese products in Europe would best begin at one of the many food trade fairs held each year, or through one or more of the various centers for the promotion of imports from developing nations.

In the European market, as in others studied in this series, all interest in Vietnamese products is predicated on three main requirements: good quality, reliability and continuity of supply, and a competitive price.

Keywords: South Vietnam, France, West Germany, Netherlands, exports, foreign trade, agricultural products, developing country.

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PREFACE

This study evaluates the export potential for selected Vietnam agricultural products in France, West Germany, and the Netherlands. It is one in a series being conducted to assess Vietnam's export opportunities in international markets.

Findings of these studies contribute to an informative base to guide officials responsible for planning and implementing Vietnam's future agricultural production and marketing policies. Direct participation in these studies by Vietnamese Government officials provides firsthand observation of international markets and trading practices and identifies research procedures and programs that must be implemented for a continuing and accurate evaluation of the export potential for Vietnam's agricultural products.

This series of market export studies is being conducted by the Economic Research Service, U.S. Department of Agriculture, in cooperation with the U.S. Agency for International Development and the Ministry of Agriculture and Land Development of the Government of Vietnam under PASA No. VN(AJ) 103-72. Mr. Shelby A. Robert, USDA advisor with USAID Assistant Director for Food and Agriculture (ADFA), Saigon, developed and implemented this series of market export studies as part of an overall planning program for the future of Vietnam's agricultural sector. Dr. William S. Hoofnagle, Economic Research Service, USDA, is coordinator of the studies.

Personnel of the National Economic Analysis Division, Economic Research Service, USDA, played a major role in planning and directing the study and developing this report. Members of the Vietnamese marketing team participated in the data collection, analysis, and report preparation. The staff of the USAID/ADFA Mission to Vietnam and officials of Vietnam's Ministry of Agriculture and Land Development provided valuable assistance in identifying Vietnam's production and marketing capabilities and specific products which appeared to have export potential.

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Although the prospects for South Vietnam developing an agricultural export market in France are limited, certain conditions offer potential for some products. A large number of Vietnamese people live in France, and, of course, they have a preference for food products from Vietnam. Also, many Frenchmen have become familiar with and accepted tropical fruits and certain Vietnamese speciality food items. As per capita incomes in France continue to increase, the trend toward greater demand for speciality food items and exotic foods is likely to increase.

The products having potential in the French market in the near future are: Spices, particularly black pepper, cinnamon, and pimento or red pepper; speciality food items such as rice paper, rice noodles, fish sauce, and soybean noodles; high-value tropical fruit, particularly mangoes and mangosteen; and fresh onions and garlic.

With proper development of processing facilities in South Vietnam and an adequate promotion program in France, there may be potential in the more distant future for tropical fruits canned in syrup, manioc, and frozen duck.

For many agricultural products, South Vietnam would face strong competition from African countries with whom France has had long-standing diplomatic and financial relationships. For example, French interests have reportedly made substantial investments in developing a pineapple industry in Martinique and the Ivory Coast. For other tropical fruits, South Vietnam would face keen competition from Latin American countries, Taiwan, and the People's Republic of China.

The substantial geographic distance between South Vietnam and France would result in high transportation costs for Vietnamese exporters, unless they were subsidized by the Government of Vietnam (GVN). Also, shipping highly perishable products--such as fresh tropical fruits--would be difficult because of the time involved. Only high-valued tropical fruits should be considered as possible exports to France--shipping other fresh fruits and vegetables would not be feasible.

Under existing conditions in South Vietnam, the quantity and availability of export commodities would be a limiting factor in South Vietnam's entering the French market, where a regular and steady supply of imported goods is demanded. The French market also demands high-quality products. To meet this requirement, South Vietnamese exporters would probably have to make substantial capital outlays to upgrade and modernize processing facilities and to improve distribution systems. Production costs for certain agricultural products in South Vietnam may restrict their price competitiveness, or require some form of Government subsidy to improve competition. In addition, substantial outlays for promotion and advertising would most likely be necessary to attract a large number of new French consumers, particularly for speciality items and tropical fruit products.

Although France is a relatively large importer of agricultural products, it is self-sufficient in many commodities. For example, France is a net exporter of poultry, exporting 35,089 metric tons in 1972, while importing only 2,117 metric tons.

Finally, but certainly not least, are the limitations posed by the European Community's import restrictions and its preferential trading arrangements within the Community and with associate EC members and former colonies of EC member states. The export potential for many South Vietnamese products--for example, rice and pineapple--would be impeded by the EC's preferential trading arrangements with African and Mediterranean countries producing similar products.

The EC's import regulations--the variable levy system, tariffs, and quotas for some commodities--strongly protect domestic production. In certain cases, products imported from EC associate members are exempt from import tariffs. Examples are avocados, fresh coconut, dehydrated coconut pulp, fresh and dried mango, fresh mangosteen, papaya, frozen strawberries, black pepper, cloves, cinnamon, and black tea in packs of 3 kg or less. Examples of items restricted by quota are dehydrated or evaporated onions, garlic, and mushrooms; frozen strawberries; green coffee beans; and fresh, prepared, and canned pineapple. Fresh mushroom and tapioca imports are controlled by the French Ministry of Agriculture.

It might be to the best interest of South Vietnam to negotiate with France to receive preferential trade treatment as a former colony. Under such an arrangement, South Vietnam could possibly obtain quota allotments for restrictive items and reduction or elimination of tariffs on certain other agricultural products.

To familiarize French traders with agricultural products available from South Vietnam, promotion in the French market is necessary. Participation in trade fairs such as the SIAL (Salon International de l'Alimentation) held in Paris every 2 years (one is scheduled for 1974) would be advisable for Vietnamese producers and exporters. However, no promotion activity is recommended unless suppliers can assure that high-quality products can be supplied regularly and punctually. It may be necessary for the GVN to establish a policy setting aside a minimum supply of selected agricultural products for the export market. To begin to compete with current suppliers to France, high-quality standards must be established by the Vietnamese export industry.

Government aid to the private sector in South Vietnam may be necessary to encourage production of items having export potential. In addition, seminars for producers, processors, and exporters are strongly recommended--to allow the GVN officials who participated in the various export-potential studies to present their observations and recommendations.

The Government of Vietnam should consider establishing conditions which promote domestic and foreign investment in the agricultural sector, including investment in facilities that produce, process, and distribute agricultural products. Some French firms may be interested in joint ventures in the agricultural sector of South Vietnam.

Finally, the feasibility of conducting a pilot export program in cooperation with Air Vietnam to ship high-value perishable items to France by air should be examined.

West Germany and the Netherlands

The South Vietnamese agricultural products which appear to have the best potential for export to West Germany and the Netherlands are duck feathers and down and the following canned foods: pineapple, white asparagus, green beans, and mushrooms.

However, South Vietnam would face strong competition from well-established suppliers in Africa and the Far East (notably Taiwan and the People's Republic of China). Factors of quality, quantity, and price present a formidable task for new suppliers competing for European markets. All interest in Vietnamese products is predicated on three main requirements: good quality, reliability and continuity of supply, and competitive prices.

The price of fresh fruit and vegetables from South Vietnam would not be competitive because of high shipping costs and the preferential agreements West Germany and the Netherlands have with African countries. The markets for spices, coffee, and tea are highly quality conscious and very much oriented to traditional supply sources. No foreseeable export potential exists for pork because of stringent health regulations in West Germany and the Netherlands, and because of the ready availability of pork from Denmark, a new EC member. Poultry products, other than feathers and down, are supplied in adequate quantity from within the EC or from neighboring East European countries. Duck feathers and down are also mainly supplied by the East European countries and by the People's Republic of China. However, some potential for new supply sources does exist for this item.

There is a demand for imported cooked beef in West Germany and the Netherlands, but problems of sanitary inspection and adequate supply make this a longer run potential. Exotic canned fruits face a stiff demand test because they are nearly unknown in Germany. High promotional expenses would be involved in introducing such products. Even with strong promotion, the acceptance of canned exotic fruits would probably be small. The market for speciality vegetables, such as bamboo shoots and water chestnuts, is very limited.

Promotion of Vietnamese products could be done through one or more of the many trade fairs for which Germany is famous. The largest food fair is ANUGA, held every 2 years in Koln. Also recommended is the IKOFA fair, held in Munich in years alternate to ANUGA. Planning for these fairs must be done well in advance (9 months to 1 year), and participation is not advisable until it is assured that supplies to fulfill orders are available.

Introduction of Vietnamese food products into Germany and the Netherlands might also be done through the various centers that promote imports from developing countries. These include nonprofit organizations and foreign sections within some Chamber of Commerce groups. These centers have many business

contacts and could put an exporter directly in touch with appropriate importers. The centers also can set up meetings with importers, as they did in several cases for the Vietnamese survey team. These centers also have statistical information, knowledge of local preferences and business practices, information on trade regulations, and the ability to do some follow-up work.

INTRODUCTION

Throughout May and June of 1973, teams from the Government of Vietnam examined the market potential for selected Vietnam agricultural products in three European countries--France, West Germany, and the Netherlands. The Vietnamese teams were assisted by advisors from the Economic Research Service, U.S. Department of Agriculture, in Washington, D.C. The U.S. Agency for International Development sponsored the study. Makeup of the country teams was as follows:

FRANCE

VN Team Members	U.S. Advisor
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GERMANY AND THE NETHERLANDS

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The work in France was completed between April 23 and May 18, 1973. During this period, about 25 French Government offices and importers were contacted. Because of their facility with the language and their familiarity with France, the Vietnamese marketing team personally conducted all of the interviews with French officials and industry representatives.

The work in West Germany and the Netherlands was done between May 28 and June 22, 1973. The Vietnamese study team and its U.S. advisors visited over 30 government agencies, importers, food processors, brokers, and distributors throughout West Germany and in Amsterdam and Rotterdam. The team gathered information on government import regulations, trade practices, current sources of supply, price trends, and industry interest in Vietnam as a source for selected processed agricultural products.

OBJECTIVES AND METHODOLOGY

This study was designed to obtain and analyze information which would assist the Government of Vietnam and independent traders in identifying the most promising Vietnamese agricultural products for exportation to selected European countries during the next few years. Another objective was to provide the participating Vietnamese Government officials with some personal insight into the selected European import markets. Through their direct contact with the European industry representatives, the Vietnamese officials were able to identify data sources, determine additional information needs, and learn the sanitary and other import requirements which must be met in order to implement and maintain an effective program of agricultural exports.

Production and commodity experts in Vietnam identified numerous raw and processed agricultural products as export possibilities. Consultation among production and marketing specialists from both the Vietnamese and U.S. Governments reduced the original list of the following mainly processed, or partially processed, products:

Tropical fruit:
- Bananas
- Pineapples
- Papaya
- Lychee (rambuttan)
- Mango

Vegetables:
- Onions
- Garlic
- Green beans
- Asparagus

Livestock feed (manioc pellets)

Spices:
- Cassia (Cinnamon)
- Pepper
- Ginger
- Nutmeg

Beverage Items:
- Coffee
- Tea

Speciality Items:
- Bamboo shoots
- Water chestnuts
- Mushrooms

Bed feathers and down

Not all of these products were studied in each country. The above list, however, served as the basis for opening discussions in the three selected European markets.

IMPORT REGULATIONS

Agricultural imports of France, West Germany, and the Netherlands are largely regulated by the Common Agricultural Policy (CAP) of the European Economic Community (EC). Import barriers of the CAP protect most of the Community's agricultural production (before EC expansion to nine members, over 90 percent of the value of farm output was so protected). For a number of commodities, there are also national nontariff barriers.

Under the CAP, the most significant import barrier is the variable levy, which, except for beef and beef products, replaces conventional tariff and certain nontariff import protection. To insulate the EC farmer from world price developments, the variable levy system imposes taxes on imports of products that are competitive with EC production. In theory, the amount of a variable levy is the difference between a higher EC domestic price for a product and a lower c.i.f. price at an EC port at which the same kind of imported product is offered. Thus, if the EC price is held stable by Government intervention, and the c.i.f. price fluctuates with world market forces, the levy amount varies inversely with the market fluctuations. In practice, there are also other elements involved in calculating a variable levy amount, especially when the grade or type of an imported commodity differs in quality or other physical properties from the same EC-produced commodity.

Variable levies protect over two-thirds of all EC agricultural products, thus severely limiting EC imports of the commodities involved. Products of special interest to South Vietnam which are subject to variable levies are rice, pork, poultry, ducks, canned pineapple with added sugar, frozen fruits with added sugar, and fruit purees and pastes, jams, jellies, and marmalades cooked with added sugar.

In addition to the variable levies, other import barriers affect EC agricultural imports. For some products, the CAP sets minimum import, or "reference," prices. Reference prices, which are based on EC domestic prices, may vary seasonally, as in the case of fresh fruit and vegetable prices. When import prices are lower than the reference price, the import may be subject to an offsetting tax.

When an EC importer of fruits and vegetables containing added sugar requests that the tax be set in advance, the importer is required to obtain an import license. In addition, restrictive licensing may be employed but may be waived if the exporter agrees to respect a minimum import price.

The EC's large network of preferential trading arrangements has been further intensified by the admission of the United Kingdom. This preferential trading bloc includes virtually all of Western Europe, countries bordering on the Mediterranean, most of Africa, and a number of former French, German, Dutch, and British dependencies elsewhere. As former French colonies, Laos, Cambodia, and North Vietnam--but not South Vietnam--are included in preferential trading arrangements.

Beginning July 1, the EC initiated preferential treatment for developing countries, which includes South Vietnam. This arrangement normally includes lower tariffs for developing countries than for developed countries. Compared with the preferential trading arrangements with former colonies, however, the arrangements for developing countries are not as favorable. South Vietnam, therefore, is in a relatively unfavorable trading position compared with the former French colonies in Southeast Asia and the African nations because of the similarity of products exported.

For agricultural products imported from developing countries and subject to fixed tariffs, duties range from approximately 2 to 18 percent ad valorem. A few products are duty-free. The most important of these are ginger, copra, castor beans, citronnella, lemon grass oil, and crude rubber. Nearly all of the zero duties are bound in the General Agreement on Tariffs and Trade (GATT).

France

In addition to the EC import restrictions, France imposes its own import barriers on several commodities. Quotas are regularly used to control imports of dried or dehydrated onions, garlic, and mushrooms; pineapples (fresh or dried); fruit cooked or uncooked, preserved by freezing, without added sugar; fruits (except papayas) provisionally preserved in brine or other perservative solutions; coffee; fruit purees and pastes, jams, jellies, marmalades, whether or not containing added sugar; and canned fruit without alcohol added, but with sugar added.

An import calendar is primarily used to prohibit imports of commodities at certain times of the year. It applies mainly to fresh fruits and vegetables, such as artichokes imported from March 15 to June 30. Finally, France has traditionally had stringent health and sanitary regulations. Live poultry and processed poultry imports (including duck), for example, are not admitted from any country that does not by law forbid the feeding of estrogens, arsenicals, and antimonials to poultry.

Germany

Germany also has its own import restrictions on certain commodities. Importation of some items requires a license, which is not granted freely. Import possibilities are published in the form of tenders inviting applications for licenses. Tenders are generally valid for a full year.

All foods imported into Germany are subject to a very rigid Food Law and other regulations (which often encompass nonfood agricultural products) designed to protect the health of consumers. These regulations prevent entry of products that contain harmful pests that might carry diseases, or that might pose similar threats to the public well-being. Foods to which antioxidants (BHA and BHT) have been added are prohibited. All food products treated with coloring matter and preservatives must be labeled, in German, "color added" or "with preservatives."

A consumer packaging ordinance approved in November 1971 provides for the standardization of containers in which most food products (such as processed fruits and vegetables, fruit and vegetable juices, and canned meat and fish) can be sold. The standard sizes are predominantly metric-sized containers. The ordinance also calls for certain labeling information. Prospective suppliers must be well aware of these barriers and regulations, on an item-by-item basis, before attempting to export to Germany.

The Netherlands

The Dutch nontariff barriers are, in general, those that are common to all EC member states. The Netherlands itself maintains only a few barriers. Corn syrup as an additive is, for the most part, prohibited from being marketed in the Netherlands. This regulation has the effect of prohibiting the sale of fruit purees, pastes, most jams, jellies, marmalades, other prepared or preserved fruits, and fruit juices if they contain corn syrup. The Dutch also prohibit the addition of a large number of other additives such as artificial colors, preservatives, vitamins, and so forth, in foods and drinks.

OVERVIEW OF THE FRENCH ECONOMY

France has an area of about 213,000 square miles--the largest of the West European nations and roughly four-fifths the size of Texas. Population totals slightly over 51 million, of which 14 percent are employed in the agricultural sector. Although the overall population growth rate has been 1 percent annually in recent years, the urban population has been growing more rapidly.

In 1969, France had a gross national product of $130 billion--the fifth highest in the world after the United States, the U.S.S.R., Japan, and West Germany. In the 10-year period 1959-69, the French economy grew in real terms at an average annual rate of 5.9 percent, while retail prices rose an average of only 3.4 percent annually. Real personal income grew about 5 percent annually--the highest rate in Europe during the period--and it is expected to continue to grow for the next several years. An estimated 30 percent of income is spent for food in France, and this share has remained relatively stable during recent years.

France ranks first in Western Europe in agricultural production. Efficiency of French agricultural output varies among sectors, with the grain sector being the most productive. In Western Europe, France is the leading producer of cereals (both wheat and feed grains), cattle, meat, milk, and cheese. Daily per capita food consumption of 3,170 calories is one of the highest in the world. Consumption of animal products is high, consumption of fruits and vegetables is increasing, and that of cereals and potatoes is decreasing.

Paris is the principal marketing and distribution center. The metropolitan area has the largest concentration of population in France, accounting for almost 20 percent of the country's total population. Compared with other parts of the country, the metropolitan area has higher average per capita incomes--the population there accounts for nearly 40 percent of individual income taxes collected in France. The level of industrial wages is also higher in the Paris area than in the provinces.

Although the food industry in France has not developed as rapidly as in Germany, the market share for nonorganized independent enterprises has declined dramatically during the last few years. The growth of supermarket chains and their integrated buying has brought about cooperative purchasing arrangements for intermediate sized retailers.

France is one of the world's largest importers of agricultural products, purchasing $4.2 billion worth in 1972. Imports from South Vietnam totaled $5.7 million. The main agricultural products imported by France are:

- Fruits and vegetables in all forms, but mainly fresh citrus, bananas, and tomatoes

- Meat products, fresh pork, and beef

- Coffee, tea, cocoa, and spices
- Beverages, mainly wine from Algeria
- Animal feed material, mainly soybean meal
- Cereals, corn, Durum wheat, bread wheat, and rice
- Live animals for slaughtering, mainly pigs
- Sugar
- Dairy products, mainly cheeses.

France is also an important exporter of agricultural products. Exports totaled $4.7 billion in 1972; of this, $3.6 million worth went to South Vietnam.

The other members countries of the European Community and the associate members in Africa furnish the bulk of France's imports.

The largest food distribution center in Europe is Rungis National Wholesale Market, located near Orly airport in the Paris suburbs. After 4 years of operation, Rungis is thriving and growing rapidly. Including sale outlets, warehouses, and offices, the market covers over 2 square miles. With the transfer of the wholesale meat operation from LesHalles de Paris in January 1973, Rungis is now able to provide wholesale lots of all perishable foods, wines and beverages, and flowers.

A large quantity of the food handled at Rungis is imported--40 percent of the 1.5 million tons of fruits and vegetables handled in 1972. The main suppliers were other European countries and former French territories in Africa.

Wholesale buyers from several other European countries buy directly at Rungis. Some have offices at the market and several countries have established marketing and promotional boards there. Thus, Rungis is an important food distribution center, particularly for <u>perishable</u> items.

Spices

Virtually all French traders interviewed for the study expressed greatest interest in the potential export supply of pepper and cinnamon from Vietnam. The importers were not, however, interested in locating new suppliers of cloves and ginger.

France's imports of all spices increased 22 percent during 1964-68--from 7,953 metric tons to 9,699 metric tons. Most of the growth was due to large increases in imports of pepper; pimento, chillies, and paprika; and spice mixtures. Only imports of anise, badian, ginger, and thyme registered significant declines.

Imports of pepper increased substantially from 3,246 metric tons in 1964 to 4,853 metric tons in 1972. The former French colonies of Cambodia and Madagascar (The Malagasy Republic) were important suppliers, but in recent years their dominance has been challenged by the successful market penetration of Brazil and Indonesia. The political unrest in Madagascar and the war in Cambodia have reportedly been the cause of reduced pepper exports from these nations in recent years.

In 1972, Brazil was the major source of unground pepper imported by France. Other major suppliers are Indonesia and Madagascar (table 1). The average c.i.f. prices in 1972 were:

- Brazil $146/100 kg
- Indonesia $122/100 kg
- Madagascar $111/100 kg

Most cinnamon is imported into France in the unprocessed form. Imports increased from 110 metric tons in 1964 to 157 metric tons in 1972 (table 2). The Malagasy Republic, Ceylon and the People's Republic of China were the chief suppliers. During 1972, the average c.i.f. prices were:

- Madagascar $123/100 kg
- Ceylon $ 80/100 kg
- P.R.C. $148/100 kg

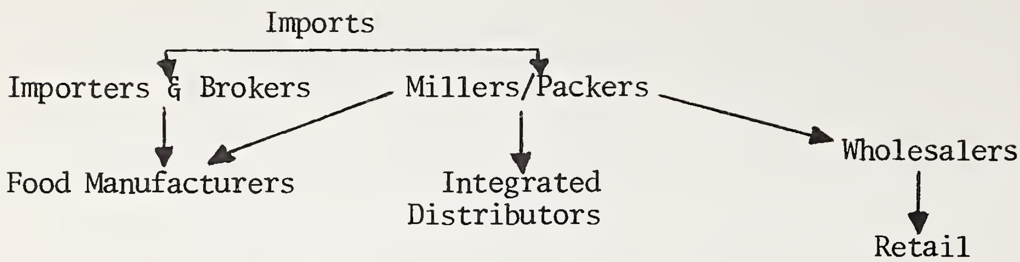
Imported spices are distributed in France as shown in the diagram at the top of page 12.

Table 1.--Monthly and annual c.i.f. prices, quantities, and selected sources of unground pepper imported by France, January 1971-March 1973

Year and month	Total			Brazil			Indonesia			Madagascar		
	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)
1971:												
January	4.1	26	1.1492	0	0	--	0	0	--	1.0	6	1.0875
February	16.0	136	1.5410	2.0	13	1.1784	0	0	--	11.2	110	1.7803
March	263.5	1,496	1.0301	124.3	641	.9358	0	0	--	29.9	260	1.5778
April	431.7	2,430	1.0210	258.5	1,480	1.0392	33.4	193	1.0482	19.3	122	1.1462
May	294.5	1,599	.9809	137.8	745	.9772	44.6	254	1.0296	20.8	132	1.1470
June	509.5	3,032	1.0789	253.2	1,411	1.0100	40.3	234	1.0535	81.8	695	1.5413
July	701.1	3,841	.9940	294.1	1,640	1.0122	95.2	526	1.0031	78.6	477	1.1010
August	436.8	2,562	1.0646	117.2	640	.9902	108.2	611	1.0247	81.8	547	1.2133
September	288.2	1,677	1.0524	111.8	612	.9892	62.7	376	1.0850	33.9	225	1.2007
October	360.8	1,996	.9993	122.5	659	.9722	39.4	244	1.1185	28.9	212	1.3263
November	397.3	2,156	.9849	256.1	1,321	.9360	28.6	175	1.1101	7.7	58	1.3659
December	526.5	2,981	1.0835	338.6	1,829	1.0337	60.1	396	1.2615	17.6	164	1.7841
Annual	4230.0	23,824	1.0246	2016.2	10,991	.9918	512.4	3,009	1.0682	412.4	3,008	1.3267
1972:												
January	681.3	3,881	1.1113	507.7	2,764	1.0606	47.2	315	1.3004	62.2	405	1.2693
February	322.6	1,802	1.1026	207.7	1,060	1.0059	35.9	251	1.3787	10.5	134	2.5168
March	359.6	2,020	1.1177	153.4	771	1.0004	69.1	459	1.3206	47.7	296	1.2351
April	322.4	1,869	1.1526	90.0	496	1.0950	44.1	287	1.2937	124.4	725	1.1586
May	361.6	1,888	1.0436	51.3	256	.9976	55.1	338	1.2255	140.4	777	1.1056
June	402.6	2,221	1.1036	74.3	428	1.1515	78.0	484	1.2415	112.1	625	1.1156
July	359.9	1,736	.9636	30.7	150	.9776	94.6	530	1.1196	72.3	402	1.1116
August	415.9	2,087	1.0028	74.4	355	.9529	69.1	382	1.1047	102.4	587	1.1446
September	306.0	1,563	1.0196	62.6	325	1.0355	53.2	329	1.2330	69.7	374	1.0714
October	404.7	2,161	1.0593	121.9	679	1.1049	64.0	398	1.2339	87.0	476	1.0851
November	315.9	1,658	1.0410	156.7	819	1.0373	43.9	268	1.2096	73.7	382	1.0272
December	600.1	3,014	.9795	251.1	1,303	1.0127	50.7	308	1.1844	208.9	1,027	.9600
Annual	4852.8	25,900	1.0593	1281.8	9,406	1.4561	704.9	4,349	1.2240	1111.3	6,210	1.1089
1973:												
January	486.4	2,669	1.0923	253.7	1,484	1.1639	27.8	158	1.1301	174.9	862	.9809
February	395.5	2,155	1.2034	156.7	826	1.1636	45.2	297	1.4507	144.2	766	1.1724
March	318.3	1,721	1.1914	96.6	542	1.2354	25.2	154	1.3455	97.0	507	1.1517

Table 2.--Monthly and annual c.i.f. prices, quantities, and selected sources of cinnamon imported by France, January 1971-March 1973

Year and month	Total			Madagascar			Ceylon			China		
	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)
1971:												
January	9.3	66	1.2869	4.9	26	.9625	4.4	39	1.6059	0	0	--
February	8.7	46	.9590	1.2	12	1.8129	0	0	--	3.4	19	1.0134
March	18.5	92	.9013	3.7	17	.8324	3.6	20	1.0083	8.2	47	1.0392
April	3.1	10	.5858	0	0	--	2.5	7	.5078	.6	3	.9068
May	13.6	67	.8905	3.7	27	1.3186	5.8	25	.7785	.7	4	1.0314
June	27.5	121	.7978	.5	6	2.1759	6.6	18	.4950	9.3	52	1.0136
July	8.2	48	1.0611	2.3	16	1.2625	0	0	--	0	0	--
August	20.2	85	.7635	8.6	45	.9485	7.8	28	.6511	.3	2	1.2096
September	13.5	67	.8969	10.3	55	.9656	1.8	3	.3020	1.4	9	1.1627
October	11.0	59	.9686	4.0	16	.7228	.3	3	1.8070	6.5	36	1.0011
November	8.8	48	.9886	4.5	20	.8126	2.5	17	1.2334	0	0	--
December	4.6	35	1.4567	1.0	7	1.2697	1.6	13	1.5563	1.5	12	1.5314
Annual	147.2	744	.9190	44.9	247	1.0009	37.0	173	.8517	31.9	184	1.0500
1972:												
January	5.1	33	1.2615	2.5	16	1.2478	1.3	10	1.4993	.5	4	1.5598
February	10.2	49	.9467	1.6	14	1.7258	.5	2	.7890	1.3	8	1.2130
March	14.7	54	.7299	0	0	--	9.2	30	.6484	.6	5	1.6567
April	12.1	67	1.1010	1.0	4	.7949	3.2	15	.9320	4.4	31	1.4010
May	18.3	93	1.0156	2.0	15	1.4994	8.4	28	.6657	5.0	38	1.5194
June	17.5	91	1.0383	4.1	28	1.3655	5.7	21	.7357	0	0	--
July	27.3	145	1.0616	.4	2	.9996	2.7	10	.7397	5.7	43	1.5074
August	8.9	44	.9868	.8	7	1.7479	2.8	8	.5713	.8	7	1.7479
September	2.1	10	.9497	1.2	5	.8320	.8	4	.9976	0	0	--
October	8.9	41	.9145	1.0	4	.7935	2.3	10	.8629	.6	5	1.6524
November	18.2	107	1.1660	1.2	11	1.8184	8.1	39	.9538	6.0	45	1.4872
December	14.2	68	.9346	4.7	21	.8722	6.4	31	.9444	1.5	11	1.4302
Annual	157.4	802	1.0115	0.5	127	1.2299	51.9	208	.7955	26.4	197	1.4799
1973:												
January	14.8	85	1.1421	5.1	20	.7799	3.2	14	.8715	6.5	51	1.5619
February	15.2	90	1.3071	.5	4	1.7664	6.8	25	.8125	6.5	55	1.8680
March	28.2	113	.8831	10.1	50	1.0901	14.5	47	.7135	.2	1	1.0110



The role of spice importer, grinder, and packer are generally combined in one organization. Two of the biggest packers are: Ets Emile Aussage, 52 Avenue Edouard Vaillant, 93-507 Pantin, Paris (reportedly the biggest company with many associates), and Ets Maurice Daniel, 84-88 Bld. de Plombieres, 13307 Marseille Cedex 3 (import packer and McCormick licensee).

Many of the big packers of spices import directly through their own overseas contacts, but brokers are still important in the trade. Their primary function is to collect and disseminate information. Brokers receive offers from all over the world and they communicate these offers to their clients. In this way, buyers and sellers are brought into contact.

Trade associations are very important in French commerce and as a new exporter, Vietnam would be well advised to approach the appropriate syndicate as a first step to selling in the French market. Paris is an important center for the trade since many users of spices and buying offices are based there. Marseille is, however, still the most important district for spice traders. Some are listed below.

- Syndicat national des drogues, epices, herboristeries
  et moduits exotiques
  9, place Felix Baret
  Marseille 6

- Union Interprofessionelle du Poivre et des Epices
  3, rue de Copenhague
  Paris, 8

- Syndicat National des Importateurs et Triturateurs
  de Poivres et d'spices
  52, Avenue Edouard Vaillant
  93-507 Pantin, Paris

The spice packers sell to food manufacturers, to integrated distributors such as supermarket chains and cooperatives, and to wholesale food distributors who supply retail shops.

As elsewhere in Europe, food distribution in France is becoming more concentrated, with an increasing share of the grocery business going to a few large companies, especially the multiple market chains. However, the independents in France still hold more than half of the market--a larger share than in most other countries. The independents have protected their share of the mar-

ket by improved techniques such as self-service, and by grouping into voluntary chains or buying groups. The principal voluntary chains and retail groups are:

Leading voluntary chains:

- AVUM - 3, rue Francois 1er, Paris (8e)
- COPANOR 20, de la Grande Chapelle, a Vitry-enArtois (Pas-de-Calais).
- GALA - 13, quai Magellan a Nantes (Loire-Atlantique)
- KERGAO-SERVICE - G.A.K.S. 123, avenue de Villiers, Paris (17e)
- SOPEGROS - 1 et 3, rue Francois 1er, Paris (8e)
- SPAR - 15, avenue Gourgard, a Paris (17e)
- T.I.P. France, 66, boulevard Blanqui, Paris (13e)

Retail buying groups:

- UNIOC - 49, rue Maurice-Gunsbourg
94 - Ivry-sur-Seine (Seine)
- UNA - 55, rue Maurice Gunsbourg
Ivery-sur-Seine (Seine)
- CODEC - Rue du Chemin Blanc
91 - Longjumeau

Independents who are not members of a group or chain buy from wholesalers most of whom are members of the trade association:

Syndicat National des Distributeurs Grossistes, Importateurs, Exportateurs de Produits Alimentaires, 9, rue Vernet, Paris 8

Many department stores have food departments and these are estimated to handle about 12 percent of retail-packed spices. The chief stores are:

- BON MARCHE, 135, rue de Bac, Paris (7e), Tel. Littre 42-84
- G.A.G.M.I., GOUPEMENTS D'ACHATS DES GRANDS MAGASINS INDEPENDANTS, 89, rue d'Amsterdam, Paris (9e), Tel. Pigalle 89-29
- SAMARITAINE, 67, rue de Rivoli, Paris (1e)
- Ste DES MAGASINS REUNIS, 60, rue de Turenne, Paris (3e)

- (S.C.A.) Ste CENTRALE D'ACHATS, (GROUPE MONOPRIX), 1, rue Paul-Cezanne, Paris (8e)

- (S.A.P.A.C.) Ste PARISIENNE D'ACHATS EN COMMUN (GROUPE PRISUNIC), 102, rue de Provence, Paris (9e)

- Ste UNIPRIX, 82, rue Beaubourg, Paris (3e)

The consumer cooperatives, who handle about 13 percent of retail-packed spices, have a central office in Paris:

Societe Generale des Cooperatives de Consommation
61, rue Boissiere, Paris 16

The multiples' market share is about 19 percent. There is an increasing tendency for the multiples to open large self-service supermarkets. Central buying groups for the multiples are very important buyers, and the major buyers are:

- PARIDOC - 52, rue de Clinchy, Paris

- LOCEDA - 25, rue d'Astorg, Paris

- CEDA - 104, Boulevard Haussmann, Paris

Although many French spice traders speak English, they much prefer to conduct business in their own language. Exporters who do not make some effort to speak French will lose some goodwill and find it very difficult to establish good contacts. Fortunately, the Vietnamese are not faced with this problem.

The normal contract used by spice buyers is c.i.f. (CAF in French), Marseille, LeHavre, or Bordeaux. Quotations should be expressed in French francs per 100 Kilos.

Spice imported into France is not subject to quantitative restrictions. Unground pepper and cinnamon exported to France from developing nations are subject to an ad valorem tariff of 10 percent and 8 percent, respectively. Unground pepper and cinnamon imported from the following are exempted from the tariff:

- African States and Madagascar associated with the EC (Yaounde Agreement)

- Countries and overseas territories associated with the EC

- East Africa

Tropical Fruit

Fresh

According to surveys made for this study, the market for fresh tropical fruit is expanding in France. However, the overall requirements for the French market are small. Current suppliers to France include former French colonies in Africa and other African nations associated with the European Economic Community. As shown in table 3, virtually all the fresh papaya imported by France during 1971-72 was from the Ivory Coast, which is exempt from the import tariff.

The primary suppliers of France's fresh mangoes are Upper Volta, Mali, and the Congo (table 4). The average c.i.f. price during 1972 was:

Mali	$.42/kg
Upper Volta	.54/kg
Congo	.64/kg

The export potential of fresh tropical fruit from South Vietnam to France is extremely limited. One factor is France's preferential trade agreements with African nations associated with the EC. Another is the substantial distance between South Vietnam and France. Supplying perishable products to France would be difficult. Even with the possibility of air transport, exports of fresh fruit do not appear profitable, unless subsidized in some manner by the GVN.

Processed

The principal products manufactured from tropical fruits are jams, marmalades, and jellies; fruit in syrup; and pulp and puree. Prospects for the French market importing tropical fruit jams and purees from South Vietnam appear limited, as members of the trade see practically no possibility of introducing exotic fruit jams. The best prospect seems to lie with fruit in syrup (except pineapples), assuming Vietnam provides adequate quantities of high-quality products at competitive prices.

In recent years, the French market for fruits in syrup has grown faster than the market for jams, primarily because of substantial growth in demand for preserved tropical fruits. This growth is forecast to continue. In France's sixth 5-year economic plan, the Integroup "Fruits et legumes" estimated that consumption of jams and purees will grow 3.5 percent annually during 1970-75, while consumption of all fruits in syrup will expand 10 percent annually.

In 1970, France's imports of all fruit jams and marmalades totaled 5,171 metric tons, down from the 5,755 metric tons imported in 1969. Of the 1970 imports, 1,983 metric tons were furnished by other EC countries, 2,717 metric tons came from former French territories, and 471 metric tons were supplied by other countries.

Table 3.--Monthly and annual c.i.f. prices, quantities, and selected sources of fresh papayas imported by France, January 1971 - March 1973

Year and month	Total: Quantity (M.tons)	Total: Value (1,000 Francs)	Total: CIF value ($/Kg)	Ivory Coast: Quantity (M.tons)	Ivory Coast: Value (1,000 Francs)	Ivory Coast: CIF value ($/Kg)
1971:						
January	5.3	11	.3770	5.3	11	.3770
February	2.4	7	.5294	2.4	7	.5294
March	2.4	6	.4534	2.4	6	.4534
April	2.3	7	.5513	2.3	7	.5513
May	3.9	20	.9267	3.5	19	.9809
June	3.1	8	.4678	3.1	8	.4678
July	.7	2	.5188	.7	2	.5188
August	.9	3	.6039	.7	2	.5187
September	1.4	3	.3870	1.4	3	.3870
October	6.7	19	.5132	5.9	15	.4590
November	8.4	26	.5623	8.4	26	.5623
December	11.2	29	.4958	11.2	29	.4958
Annual	48.6	141	.5278	47.8	137	.5223
1972:						
January	4.4	8	.2496	4.4	8	.2496
February	1.6	4	.4931	1.4	3	.4221
March	7.2	8	.2208	7.2	18	.4972
April	4.4	11	.4968	4.4	11	.4968
May	3.5	9	.5138	3.5	9	.5138
June	4.0	11	.5498	4.0	11	.5498
July	2.0	6	.5998	2.0	6	.5998
August	1.7	4	.4694	1.7	4	.4694
September	1.8	5	.5547	1.8	5	.5547
October	10.9	34	.6189	10.9	34	.6189
November	11.4	37	.6445	11.0	35	.6306
December	14.5	46	.6185	13.3	42	.6166
Annual	67.4	193	.5673	65.6	186	.5634
1973:						
January	3.0	7	.4636	2.7	6	.4417
February	2.9	8	.6094	2.3	6	.5763
March	2.8	7	.5741	2.8	7	.5505

Table 4.--Monthly and annual c.i.f. prices, quantities, and selected sources of mangoes imported by France, January - March 1973

Year and month	Total			Mali			Upper Volta			Congo		
	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000. Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)
1971:												
January	31.7	119	.6797	0	0	--	0	0	--	20.0	56	.5075
February	13.0	56	.7814	0	0	--	1.0	3	.5439	0	0	--
March	17.1	65	.6892	3.2	6	.3410	3.4	11	.5876	0	0	--
April	61.6	174	.5114	28.5	63	.4008	25.3	76	.5441	0	0	--
May	50.4	129	.4624	10.6	23	.3920	39.0	101	.4678	0	0	--
June	49.7	153	.5585	7.3	18	.4479	23.5	59	.4551	0	0	--
July	23.8	97	.2451	0	0	--	3.0	8	.4843	0	0	--
August	14.5	54	.6746	1.3	3	.4189	1.0	3	.5441	0	0	--
September	23.6	86	.6582	0	0	--	0	0	--	0	0	--
October	9.9	44	.8023	0	0	--	0	0	--	0	0	--
November	20.9	88	.7636	0	0	--	0	0	--	5.9	22	.6766
December	53.9	190	.6757	0	0	--	1.0	3	.5743	35.3	102	.5242
Annual	370.0	1,255	.6169	51.0	113	.4040	97.1	264	.4950	61.2	180	.5350
1972:												
January	12.3	58	.9203	0	0	--	0	0	--	4.3	14	.6356
February	18.1	80	.8718	.4	1	.4931	.8	3	.7396	4.8	14	.5759
March	37.4	129	.6862	8.0	16	.3978	12.9	43	.6623	0	0	--
April	60.4	154	.5068	33.0	67	.4034	20.1	54	.5346	0	0	--
May	90.8	251	.5518	34.7	77	.4438	43.2	113	.5238	0	0	--
June	49.4	140	.5658	7.5	15	.3998	26.3	68	.5178	0	0	--
July	33.6	108	.6417	0	0	--	3.2	6	.3758	0	0	--
August	25.4	98	.7711	0	0	--	1.0	3	.5993	0	0	--
September	21.8	63	.5766	0	0	--	0	0	--	0	0	--
October	10.0	46	.9125	0	0	--	0	0	--	0	0	--
November	22.2	89	.7952	0	0	--	0	0	--	7.5	24	.6345
December	65.1	249	.7454	0	0	--	0	0	--	39.4	133	.6595
Annual	446.5	1,465	.6507	83.7	176	.4166	107.5	290	.5356	56.0	185	.6439
1973:												
January	12.8	53	.8237	0	0	--	0	0	--	5.7	16	.5591
February	4.9	29	1.3071	0	0	--	0	0	--	0	0	--
March	11.8	38	.7091	3.6	7	.4272	2.9	10	.7597	0	0	--

As indicated below, import volume of fruit in syrup (excluding pineapple) was much higher:

Item and source	1969	1970
	Metric tons	
Fruit in syrup (excluding pineapple):		
Total	16,416	17,377
From EC countries	2,871	3,769
From former French territories	4,926	4,845
From other countries	8,619	8,763
Preserved pineapple:		
Total	26,547	27,865
From EC countries	1	1
From former French territories	21,767	23,159
From other countries	4,779	4,705

Source: Federation Nationale des Syndicats de Confituriers et Conserveus de Fruits and Federation Nationale des Conserves Cooperatives.

Other French imports of fruit in syrup come from countries with low labor costs, notably Greece, Morocco, Spain, and Tunisia. Large quantities arrive on the French market as there are no EC import regulations on these products, with the exception of pineapple.

Quantities of preserved pineapple imported are regulated by quota. In addition, former French colonies and African nations associated with the Community provide the bulk of pineapple packed in syrup. It was also reported that French interests have invested heavily in the pineapple industries of Martinique and the Ivory Coast.

Onions

France is the second largest producer of onions in the EC. Its annual production of about 210,000 metric tons places it behind Italy, which produces more than 450,000 metric tons. French production has trended downward since 1964, however, and annual imports have averaged about 68,000 metric tons. Apparent consumption has been fairly stable, while the proportion met by imports has shown a rapid rate of increase.

As indicated in the tabulation below, onion marketings in Paris are largest in May and June. Table 5 shows that import volume is also the highest during these 2 months.

Month	Percent of annual tonnage	Percent of annual value
January	7.3	7.2
February	6.5	7.1
March	6.4	6.3
April	8.5	8.1
May	12.1	15.2
June	12.2	14.5
July	8.9	8.9
August	8.1	7.8
September	8.3	7.0
October	8.1	6.2
November	6.3	5.4
December	7.3	6.3

Holland is the major source of onions imported by France. Other major suppliers are Italy and Egypt. The average c.i.f. prices for onions vary somewhat between these three countries as a result of time and quality factors. The average c.i.f. prices in 1972 were:

Holland	$ 83.30/MT
Italy	138.90/MT
Egypt	93.20/MT

Fresh or refrigerated onions can be exported to France without restriction or quota, but must be inspected upon arrival at the port of entry. Onions are subject to a tariff of 12 percent of the c.i.f. price. However, onions imported from Greece are exempted from this tariff; and for onions imported from Egypt, the duty is 6 percent of the c.i.f. price during February through April. There is also a 7-percent tax for phytosanitary control, which is calculated on the custom value.

Onions exported to France may be packed in layers, in bulk, or in strings, with each string consisting of not less than 16 onions with a completely dried stalk. An EC common-quality standard has been established for onions and details may be found in Journal Officiel des Communautes Europeenes, Brussels, 20 April 1962.

Garlic

Apparent consumption of garlic in France is extremely stable at 1 Kg. per person annually. Approximately 90 percent of consumption is met by domestic production. Imports during 1971-72 averaged about 8,000 metric tons annually. Italy was the main supplier, providing more than 60 percent of the total

Table 5.--Monthly and annual c.i.f. prices, quantities, and selected sources of onions imported by France, January 1971 - March 1973

Year and month	Total			Holland			Italy			Egypt		
	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)	Quantity (M.tons)	Value (1,000 Francs)	CIF value ($/Kg)
1971:												
January	7178.5	2,932	.0743	6021.6	2,315	.0689	752.6	465	.1124	0	0	--
February	5844.8	2,118	.0653	4767.7	1,659	.0635	650.9	330	.0925	0	0	--
March	7422.3	2,731	.0671	5741.3	1,824	.0580	1324.0	799	.1088	0	0	--
April	8043.6	4,119	.0925	2866.7	1,224	.0780	2348.6	1,159	.0889	2509.8	1,626	.1179
May	14905.9	8,698	.1048	2410.4	921	.0686	1438.0	752	.0939	7403.8	5,061	.1228
June	10240.5	4,661	.0834	314.5	182	.1052	2456.4	1,321	.0979	1156.7	660	.1034
July	7210.7	3,232	.0816	683.0	353	.0943	5052.3	2,273	.0816	0	0	--
August	5085.3	2,149	.0762	861.5	502	.0943	3731.5	1,434	.0689	0	0	--
September	6818.9	2,148	.0579	3681.9	1,006	.0488	2668.6	1,002	.0687	0	0	--
October	5741.4	1,582	.0506	3902.9	982	.0452	1431.3	491	.0614	0	0	--
November	5707.3	1,582	.0508	3826.4	995	.0472	1435.7	475	.0599	0	0	--
December	4941.8	1,390	.0536	3137.6	821	.0498	1368.9	460	.0651	0	0	--
Annual	89068.7	37,342	.0764	38215.4	12,784	.0601	24658.8	10,961	.0801	11066.3	7,351	.1201
1972:												
January	5633.6	1,548	.0546	3742.5	985	.0507	1299.8	406	.0604	0	0	--
February	6361.4	1,821	.0572	4441.8	1,134	.0513	1204.8	459	.0750	0	0	--
March	6876.0	2,029	.0597	4555.6	1,051	.0457	1801.1	870	.0955	0	0	--
April	9662.3	3,427	.0696	4695.3	1,452	.0616	2077.0	812	.0775	2172.1	970	.0894
May	13779.2	6,079	.0880	4622.9	1,711	.0740	951.9	485	.1020	5752.3	2,913	.1020
June	13731.9	6,807	.1000	1820.4	1,007	.1100	1059.8	1,324	.2499	4856.6	2,292	.0940
July	10264.7	6,167	.1200	410.0	435	.2119	2458.2	2,341	.1899	5351.3	2,377	.0880
August	4287.3	2,960	.1378	1339.6	946	.1418	1528.6	1,499	.1958	25.0	16	.1278
September	6555.7	3,262	.0998	3599.8	1,774	.0978	811.2	720	.1776	0	0	--
October	6772.5	3,315	.0972	4058.9	1,918	.0932	540.2	455	.1666	0	0	--
November	7215.7	4,185	.1150	3721.2	2,211	.1170	385.7	353	.1824	0	0	--
December	4903.2	3,440	.1366	2997.6	2,188	.1424	198.8	226	.2224	0	0	--
Annual	96043.4	45,070	.0932	40005.7	16,812	.0833	14317.0	9,960	.1389	18157.2	8,568	.0932
1973:												
January	9275.8	8,859	.1910	7148.3	6,790	.1890	233.1	321	.2746	0	0	--
February	6404.3	5,729	.1965	4699.5	4,180	.1965	288.8	377	.2892	0	0	--
March	10665.7	12,001	.2488	7909.5	9,316	.2599	408.9	587	.3171	0	0	--

(table 6). Other suppliers included Tunisia, Egypt, and Mexico. The average c.i.f. price for imported garlic in 1972 was $702 per metric ton, while Italy's price was $819 per metric ton.

Fresh or refrigerated garlic can be exported to France without restriction, but exports are subject to inspection upon entry. The customs tariff is 12 percent of the c.i.f. value, except in the case of imports from Greece, which are exempted, and those from Egypt, for which the duty is 6 percent of the c.i.f. value during February through May. Imported garlic is also subject to a 7-percent tax for phytosanitary control, which is calculated on the custom value. Considering the well established current sources of garlic, French importers felt that the prospects were poor for Vietnam to break into this market.

Specialty Food Items

Although data on consumption or imports of specialty food items into France such as rice noodles, rice paper, fish sauce, mung beans, water chestnuts, etc., were not available, it appeared acceptance of these items has been increasing in France.

Major department stores, supermarkets, and stores of principal multiples situated in the center of large cities are virtually the only retail outlets for specialty items. The products are imported by specialized merchants who usually sell direct to the retail organizations.

If specialty food items are to be marketed in areas outside urban centers, promotional activity will be necessary. However, no promotional activity should be undertaken without assuring that the products can in fact be regularly and punctually supplied and distributed. Exporters should send offers and samples to traders, and only high-quality products should be offered. Vietnamese suppliers should be prepared to package products in strict conformity with the requirements of French importers and also in conformity with food regulations.

Vietnamese exporters of exotic food products should be aware, however, that the products enjoying great popularity in their own country may not necessarily have good sales prospects in France, as tastes differ considerably.

Table 6.--Monthly and annual c.i.f. prices, quantities, and selected sources of garlic imported by France, January 1971 - March 1973

Year and month	Total: Quantity (M.tons)	Total: Value (1,000 Francs)	Total: CIF value ($/Kg)	Italy: Quantity (M.tons)	Italy: Value (1,000 Francs)	Italy: CIF value ($/Kg)
1971:						
January	766.8	1,783	.4223	699.6	1,680	.4350
February	666.1	1,420	.3861	447.7	1,097	.4442
March	594.2	1,600	.4878	434.1	1,131	.4733
April	598.5	1,579	.4788	195.0	560	.5205
May	834.4	1,926	.4173	188.8	470	.4498
June	485.0	1,232	.4606	400.6	1,043	.4714
July	456.3	1,242	.4934	440.9	1,193	.4916
August	763.0	2,696	.6402	753.0	2,678	.6456
September	1080.7	3,984	.6673	860.1	3,483	.7324
October	791.6	2,294	.5240	378.8	1,444	.6885
November	685.0	2,031	.5369	371.9	1,292	.6294
December	603.0	1,942	.6164	402.1	1,511	.7198
Annual	8289.4	23,729	.5205	5537.5	17,582	.5787
1972:						
January	686.2	2,207	.6278	429.7	1,542	.6999
February	686.1	2,559	.7357	619.6	2,368	.7535
March	628.8	3,099	.8095	488.1	2,620	1.0680
April	867.2	3,014	.6916	201.2	971	.9599
May	1319.7	3,492	.5298	283.3	959	.6777
June	232.9	719	.6178	192.4	658	.6837
July	234.1	768	.6557	192.1	646	.6717
August	388.4	1,274	.6552	224.9	871	.7731
September	534.6	1,966	.7342	346.1	1,414	.8160
October	613.4	2,066	.6685	377.3	1,429	.7518
November	929.2	3,455	.7377	673.9	2,793	.8209
December	859.4	3,595	.8156	600.0	2,844	.9249
Annual	7979.9	28,214	.7022	4628.6	19,115	.8193
1973:						
January	553.8	2,719	.9769	362.8	1,998	1.0963
February	531.8	2,846	1.1813	208.9	1,160	1.2254
March	676.3	3,390	1.1033	377.3	2,117	1.2354

OVERVIEW OF THE WEST GERMAN ECONOMY

The Federal Republic of Germany is the world's largest importer of agricultural products. Agricultural imports in calendar year 1972 amounted to about $8.4 billion, up substantially from the $7.3 billion of 1971 (table 7).

West Germany has the largest population and the highest per capita income of the nine EC countries. Currently, the population totals more than 62 million, of which 25 million constitute the work force. With a GNP of $260 billion in 1972, the Federal Republic ranked among the five most wealthy countries in the world. Disposable income in 1972 amounted to $163 billion. On a per capita basis, GNP was $4,200 and disposable income, $2,640. Economic growth averaged 4.5 percent, in nominal terms, during 1965-70, but has been significantly greater since 1970.

All the major economic indicators suggest acceleration of consumption in the Federal Republic during the next few years. Consumer goods sales increased more than 12 percent annually in 1971 and 1972. A growth rate of at least this same percentage is estimated to have occurred in 1973. The German economy has become relatively more dependent on imports in the last decade. This scarcity factor, along with continued high per capita incomes, identifies the Federal Republic as a prime export market for consumer goods.

The German consumer is demanding better quality and higher protein foods. Per capita consumption of grain and grain products declined from an average of 82 kg in 1957-61 to 65 kg in 1971-72, and that of potatoes declined from 137 kg to 101 kg. Per capita consumption of meats, on the other hand, increased from an average of 58 kg in 1957-61 to 80 kg in 1971-72 (table 8).

The strong sustained consumer demand for high-quality foods during 1972 raised average food costs about 8 percent over the 1971 level. The rate of increase was almost 9 percent for the first quarter of 1973. Food still comprises a 29-percent share in the standard of living index, and there is little chance of a decline in the near future.

About 70 percent of Germany's imports move through import houses, import wholesalers, and other general importer distributors. These firms generally handle a variety of consumer and industrial goods, except bulk commodities, and buy and sell for their own account. Many importing firms specialize in product lines. The Free Port of Hamburg offers bonded warehouses for stocking. These warehouses are owned by importers, forwarding agencies, port authorities, and processors.

In 1970, Germany's wholesalers reported a total sales volume of DM 340 billion, an increase of almost 9 percent over the 1969 level and 25 percent over the 1968 level. This includes the sales of import-export firms, which are grouped statistically with the wholesalers. Import activity of most German wholesalers is intensifying, primarily as a result of EC expansion. Most wholesalers and import-export firms belong to one or more of the 95 trade associations represented in the Central Federation of German Wholesalers and Foreign Traders.

Table 7.--Agricultural imports of West Germany, 1967-72

Commodity	1967	1968	1969	1970	1971	1972
Cattle	32.8	40.5	61.5	47.3	34.7	52
Hogs	16.2	19.5	19.1	29.9	43.3	70
Milk	38.1	33.9	47.1	44.6	54.0	75
Butter	14.1	24.0	34.7	78.3	75.3	93
Cheese	123.9	121.2	131.9	160.1	195.3	230
Meat, poultry	361.2	434.6	487.6	616.2	723.9	1,000
Casings	35.4	37.8	47.9	53.4	55.6	67
Fish	89.5	97.4	111.9	140.6	161.8	193
Eggs	64.1	72.4	80.6	81.8	101.9	102
Honey	12.1	12.9	13.3	14.2	19.0	23
Fishmeal	69.4	70.2	83.4	94.7	94.9	100
Wheat	148.2	143.7	222.5	177.7	194.8	266
Rye	5.9	5.3	10.2	5.2	4.0	5
Barley	130.8	100.1	108.7	164.5	151.3	130
Oats	28.9	25.3	19.0	43.6	34.6	31
Corn	173.3	145.8	125.7	190.4	251.1	261
Sorghum	14.6	10.3	3.7	4.0	10.5	5
Rice	20.4	25.6	26.7	28.2	32.6	27
Milling products	4.2	8.5	8.2	13.7	14.2	15
Malt	16.3	15.3	14.2	16.1	24.7	31
Seeds	19.1	19.3	20.6	24.7	28.0	32
Pulses	18.2	20.1	21.8	21.8	19.5	23
Misc. feeds	25.8	28.7	31.1	45.1	55.5	57
Potatoes	30.8	31.8	63.5	74.9	56.7	74
Vegetables	235.2	248.6	303.0	355.0	382.5	468
Fruits deciduous	335.5	311.0	374.9	391.3	464.4	570
Citrus fruits: bananas	300.1	300.4	338.2	343.3	366.6	407
Fruits, veg., juices, canned	195.1	235.8	266.2	328.8	407.6	508
Cocoa	76.5	90.2	119.0	101.3	93.2	80
Cocoa prod.	44.6	45.6	54.5	60.4	68.0	77

Continued--

Table 7.--Agricultural imports of West Germany, 1967-72, continued

Commodity	1967	1968	1969	1970	1971	1972
			Million dollars			
Spices	16.0	17.0	17.4	19.6	22.8	26
Sugar	25.7	29.9	39.8	46.9	47.8	40
Oilseeds	285.6	274.1	270.0	335.4	415.6	400
Edible veg., fats & oils	88.0	94.1	123.9	143.7	179.4	165
Oilseed cake & meal	192.8	184.6	218.3	236.6	286.4	290
Misc. food products	115.5	121.5	144.6	171.9	202.5	240
Live plants	123.0	135.7	156.0	187.2	240.4	310
Hops	9.2	6.8	9.2	0.0	13.0	17
Coffee	255.1	281.4	295.8	378.0	358.5	385
Tea	10.4	11.9	12.6	13.4	14.6	16
Tobacco, raw	214.1	193.8	226.2	173.1	236.2	230
Tobacco products	4.3	6.2	9.1	10.9	14.7	24
Beer	5.5	5.3	5.5	6.5	7.4	9
Liquor	22.1	27.2	40.9	58.0	88.5	100
Wine	86.8	99.9	117.2	147.6	183.1	233
Wool & other animal hair	153.8	168.4	194.8	164.0	158.7	208
Cotton, linters, wash	186.9	189.3	171.3	168.8	173.2	190
Flax, hemp, etc.	37.6	38.3	38.6	34.0	33.2	33
Pelts	98.4	119.5	147.1	145.1	174.4	190
Hides	62.9	73.9	88.7	68.1	56.0	78
Bed feathers	22.3	23.3	24.4	26.6	28.4	28
Inedible fats & oils	47.1	54.6	40.1	62.1	68.2	46
Other	26.1	5.5	30.7	56.4	46.8	55
TOTAL	4,769.9	4,938.0	5,680.9	6,399.9	7,269.3	8,396

Compiled from official statistics.

Table 8.--Per capita food consumption in West Germany, average 1957/58-1960/61, annual 1966/67-1971/72

Food Product	1957/ 61 av.	1966/67	1967/68	1968/69	1969/70	1970/71	1971/72
	Kg/per capita						
Wheat flour	57.0	49.7	49.4	48.5	47.6	46.5	46.0
Rye flour	23.0	17.3	16.7	16.0	15.5	15.3	14.9
Bread grain flour, total	80.0	67.0	66.1	64.5	63.1	61.8	60.9
Feed grain products, total	2.4	3.1	3.5	4.0	4.0	4.2	4.1
Grain products, total (flour value)	82.4	70.1	69.6	68.5	67.1	66.0	65.0
Rice (Milled)	1.6	1.7	1.5	1.7	1.6	1.6	1.6
Edible pulses	1.4	1.3	1.2	1.1	1.1	1.1	1.0
Potatoes	137.0	109.0	111.0	114.0	104.0	102.0	101.0
Potato starch	0.3	0.3	0.2	0.3	0.3	0.3	0.3
Sugar	29.7	30.6	32.6	32.2	32.4	34.3	34.0
Glucose	1.4	2.2	2.4	2.3	2.6	2.8	3.5
Honey (Product weight)	0.9	0.9	1.0	1.0	1.1	1.0	1.0
Cocoa	1.6	2.2	2.2	2.2	2.0	2.1	2.3
Vegetables	50.3	58.5	58.7	59.4	59.9	63.8	63.3
Fresh fruit	71.4	85.5	91.0	94.1	95.1	93.0	95.9
Citrus fruit	16.1	18.4	19.2	19.2	21.0	21.5	22.0
Nuts	1.6	2.0	2.0	2.1	2.2	2.1	2.3
Dried fruit	1.6	1.2	1.2	1.2	1.2	1.2	1.3
Beef without fat	17.1	20.1	20.1	21.1	21.5	22.1	21.5
Veal without fat	1.8	9.0	2.1	2.1	2.1	2.2	2.1
Pork without fat	29.9	33.7	36.9	37.7	37.5	40.7	42.0
Poultry meat	3.9	6.9	7.2	7.5	7.9	8.6	8.8
Mutton	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Horse meat without fat	0.4	0.1	0.1	0.1	0.1	0.1	0.1
Offals	4.3	4.5	4.6	4.6	4.6	4.8	4.6
Other meat (goats, rabbits, game)	0.6	0.7	0.7	0.8	0.8	0.9	0.9
Total meat without fat	58.3	68.2	71.3	74.1	74.7	79.6	80.2
Fish (catch weight)		10.4	10.7	11.0	10.5	11.4	10.1
(Fillet weight)		4.5	4.4	4.6	4.0	4.4	3.9
Drinking milk	106.7	93.4	93.3	92.0	95.0	92.5	89.7

Continued--

Table 8.--Per capita food consumption in West Germany, average 1957/58-1960/61, annual 1966/67-1971/72, continued

Food Product	1957/ 61 av.	1966/67	1967/68	1968/69	1969/70	1970/71	1971/72
	Kg/per capita						
Thereof skim- & buttermilk	8.7	7.6	7.8	7.7	7.8	7.3	7.2
Cream	2.0	2.8	3.0	3.2	3.4	3.5	3.6
Condensed milk	6.7	8.4	8.3	7.8	7.9	7.7	7.7
Whole milk powder	0.8	1.0	1.0	1.3	1.3	1.7	1.8
Skim milk powder	0.4	0.4	0.5	0.4	0.4	0.4	0.4
Goats milk	3.4	0.5	0.4	0.3	0.3	0.2	0.1
Cheese	7.3	9.1	9.0	9.4]	9.7	10.2	10.7
Thereof fresh cheese incl. cottage cheese	2.4	3.7	3.9	4.1	4.4	4.7	4.9
Eggs and egg products in egg equivalent (kg)	12.8	14.3	14.7	15.4	15.9	16.3	16.8
(eggs)	222	251	257	265	275	280	285
Edible fats (pure fat equivalent)							
Butter	6.6	7.2	7.2	7.1	7.3	7.0	6.2
Slaughter fats	5.9	5.8	5.9	6.0	6.1	6.4	6.3
Veg. & marine fats and oils	12.8	12.8	12.7	13.1	12.8	13.2	13.4
Total edible fats	25.3	25.8	25.8	26.2	26.2	26.6	25.9
Thereof in product weight:							
Butter	8.1	8.6	8.6	8.5	8.7	8.3	7.3
Margarine	11.1	9.7	9.5	9.4	9.0	8.9	9.1

Source: Federal Ministry of Agriculture: "Statsiticscher Monatsbericht," 12/1972.

Germany has four large department store chains: Karstadt AG, Hertie Waren Und Kaufhaus, Kaufhof, and Horten. A common German department store (Warenhaus) has a food department, while a specialized department store (Kaufhaus) offers no food line. Together with mail order houses, these department stores are represented in the Federal Working Group of Medium Sized and Large Retail Firms.

There are about 75 corporate food chains in West Germany. Among the largest are: Albrecht, EDEKA, and Tengelman. These chains have formed their own buying company, GEDELFI. A large share of the purchases of GEDELFI are imported goods.

Voluntary groups of retailers associated with wholesalers link 88,000 outlets and 540 wholesalers. These retailers account for 35 percent of the food shops and of grocery turnover. Several of the major chains are affiliated with the international retail organizations Spar, Vivo, Vege (VG), and Centra.

The seven most important retail groups in the Federal Republic are:

Spar-Zentrale, Kennedy Allee 34, 6 Frankfurt/Main Sud 10: 49 wholesalers, 11,200 retailers.

Vivo, Eschenheimer Anlage 28, 6000 Frankfurt/Main: 50 wholesalers, 9,800 retailers.

'A & O' Allsichtorganisation, Englerstrasse 1, 76 Offenburg/Baden: 51 wholesalers, 8,800 retailers.

Tip Handelsorganisation GmgH, Blumenstrasse 4, Dusseldorf: 51 wholesalers, 7,000 retailers.

Centra, Hansaring 45-47, 5 Koln: 41 wholesalers, 5,800 retailers.

Vege, Grosso Gallusstrasse 21, 6000 Frankfurt/Main: 35 wholesalers, 5,720 retailers.

Fachring, Bismarckstrasse 30, Osnabruck 45: 55 wholesalers, 5,100 retailers.

Of these, Spar-Zentrale is developing a range of products for sale under its own 'Spar' label. Inquiries from exporters wishing to sell to Spar should be addressed to the four regional organizations:

Spar - Einkaufskontor Nord GmbH, Liebigstrasse 3, Postfach 68, 2057 Reinbeck (Bez-Hamburg).

Spar - Einkaufskontor West GmbH, Kaiserstrasse 11, 4 Dusseldorf 1.

Spar - Import Sudwest, Habrechtstrasse 6, 71 Heilbronn/Neckar.

Spar - Gruppe Sud, Elsenheimerstrasse 15, 8 Muchen 3.

The Federal Republic of Germany is the largest market for spices among the EC countries and offers promising future growth prospects. Except for some herbs (such as rosemary) and garlic, West Germany produces no spices and her spice exports are insignificant.

Although West Germany has increased its imports of all spices in recent years, notable gains have occurred for only a few. For instance, the rise in paprika imports has been phenomenal. Total spice imports in 1968 were 7,829 metric tons above the 1964 level. Of this increase, 3,893 metric tons were accounted for by paprika alone. Imports of pepper (black and white), coriander, ginger, cloves, vanilla, and spice mixtures (mostly curry powder) have shown consistent but moderate increases. Other spice imports have either maintained a steady level or showed slight fluctuations.

The West German spice importers generally agree on two discernible trends which can be expected to characterize future market prospects. Consumption of traditional and established spices such as pepper, nutmeg, cassia, and cinnamon will probably increase only moderately, mostly in line with the rise in population. The relatively new and exotic spices (and herbs), however, would offer greater growth potential. There will be a tendency toward widening the range of spices offered to consumers in the form of ready-made recipe blends and in new recipe suggestions.

The significant fact, however, is the substantial transhipment trade through Hamburg, one of the major centers of the spice trade in Europe. (London and Amsterdam/Rotterdam are the other important centers.) The transit trade, being speculative and contingent on market fluctuations, does not show a regular pattern. However, the bulk of Hamburg's trade is directed toward Nordic countries, Austria, and lately East European countries such as Bulgaria, Romania, and Poland. Shipments are confined mainly to pepper, nutmeg, cassia, and cardamom. Quantitatively, transhipments of these spices may amount to two to four times the imports cleared for domestic consumption.

Spices find use in virtually all of West Germany's food industry--in the meat, fish, and vegetable processing industries, in bakery products, and in other prepared and convenience foods. Some spices are also used in distilleries (juniper and aniseed), perfume industries (cloves), and in the pharmaceutical industry (cloves and ginger). But the food industry, in particular the meat industry, is the major user and is clearly the most important segment.

Spices

Cinnamon (Cassia)

Like most tropical and subtropical products, cinnamon imported into Germany comes from non-EC countries. Some 60 percent of Germany's cinnamon imports during 1971 were accounted for by the People's Republic of China and Ceylon. North Vietnam is another exporter of cinnamon to Germany (table 9). A degree

Table 9.--West Germany's imports of cinnamon and cinnamon-tree flowers, neither crushed nor ground, 1966-71

Year	Total			Origin								
				Non-EC countries			China			Ceylon		
	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg
1966----	720	605	.84	720	605	.84	469	310	.66	68	222	3.26
1967----	591	531	.90	591	531	.90	294	217	.74	51	178	3.49
1968----	768	793	1.03	768	793	1.03	403	344	.85	109	273	2.50
1969----	1,024	1,135	1.11	1,023	1,134	1.11	488	513	1.05	134	255	1.90
1970----	684	715	1.05	684	715	1.05	353	367	1.04	102	169	1.66
1971----	813	834	1.03	807	825	1.02	347	391	1.13	111	139	1.25

of uncertainty about supplies from China provides some scope for other producing countries to step up their exports to Germany. Mauritius and Madagascar, for example, have recently increased their cinnamon exports to Germany.

Interviews with German importers revealed only a limited interest in Saigon cassia, or cinnamon. The meat industry (e.g., firms producing sausage) was noted as the best potential area for a new source to explore.

Pepper

Increased West German consumption of white and black pepper has come mainly from the meat industry (table 10). Three-fourths of Germany's pepper comes from Malaysia and Indonesia. Of the 7 million kilograms of pepper imports in 1971, 39 percent came from Malaysia and 36 percent from Indonesia (table 11). Pepper prices in 1971 were about U.S.$1.00 per kilo. Price was noted as the main determining factor in the choice of a supply source.

As in the case of cassia, or cinnamon, only mild interest was shown in additional sources of pepper. Any increase in German pepper consumption would occur in the meat industry.

Nutmeg

In 1971, virtually all (97 percent) of West Germany's raw nutmeg came from Indonesia and the West Indies (table 12). Because of the more or less stable consumption levels in West Germany, a new supplier would probably need to offer lower prices for comparable quality to gain a market share.

Nutmeg import prices in West Germany in 1971 averaged about 90 cents per kilo. Granada (West Indies) nutmeg prices are fixed by a Government export organization and are generally slightly higher than Indonesian nutmeg prices. German importers expressed no particular interest in new supply sources for nutmeg.

Ginger

Germany obtains her dried ginger and ginger roots nearly exclusively from Nigeria and the People's Republic of China. Prices in 1971 averaged about 75 cents per kilo. The German spice trade showed no particular interest in new supply sources for ginger.

Tropical Fruit and Juices

The prospects for sales of exotic fruit products in West Germany seem to be gradually improving. The distribution pattern of exotic fruit products for direct consumption in Germany is fairly similar to that prevailing in the other EC countries. The products are retailed principally in the supermarkets of the main department stores and in delicatessen shops. Other outlets include some multiples situated in the market centers of the larger towns and the rapidly expanding "consumer markets." So far, the catering trade has not shown any great interest in exotic fruit products, with the exception of lychees,

Table 10--Estimated distribution of selected spice imports in West Germany, 1964-66 average 1/

Spice	Retail Sector	Food industry: Meat	Food industry: Others	Food industry: Total	Other indus-tries	Total
	Metric tons					
White pepper	800	2,600	200	2,800	Neg.	3,600
Black pepper	700	600	220	820	Neg.	1,520
Paprika	1,900	1,400	470	1,870	600	4,370
Nutmeg	650	250	170	420	Neg.	1,070
Mace	30	150	70	220	Neg.	250
Cassia and cinnamon	200	400	150	550	Neg.	750
Coriander	400	250	280	530	Neg.	930
Ginger	50	250	200	450	30	530
Turmeric	50	100	140	240	10	300
Cloves	40	300	80	380	10	430
Capsicum	50	70	550	620	Neg.	670
Pimento	60	150	50	200	Neg.	260
Aniseed	20	50	20	70	150	240
Cardamon	10	40	40	80	Neg.	90
Vanilla	20	---	40	40	Neg.	60
Caraway	700	Neg.	610	610	Neg.	1,310
Juniper	Neg.	Neg.	Neg.	Neg.	810	810
Fennel	300	200	200	400	Neg.	700
Others	200	100	110	210	Neg.	410
Total	6,180	6,910	3,600	10,510	1,610	18,300
Per cent	33.8	37.8	19.6	57.4	8.8	100.0

1/ (i) Apparent consumption figures have been rounded off to nearest ten.
(ii) Carryover stocks have been ignored for the purpose of these estimates.
(iii) Consumption of paprika has risen phenomenally since 1966 and the average for 1964-68 tends to show a lower consumption level. Consumption in 1968 was 6,630 tons. Proportional distribution by user sectors, however, is valid.
(iv) Vanilla consumption is generally estimated at 40 tons and quantities in excess of it can be regarded as stocks held by the importers/users.
(v) Retail sector represents direct consumption in the households and institutions.
(vi) Food industries, other than meat, represent fish, bakery, pickle (mainly gherkins), soup, canned and dehydrated vegetables and preprepared foods.

Table 11.--West Germany's imports of pepper, neither crushed nor ground, 1966-71

Year	Total			Origin								
				Non-EC countries			Malaysia			Indonesia		
	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg
1966	4,796	4,894	1.02	4,795	4,893	1.02	1,405	1,527	1.09	2,431	2,393	.98
1967	6,028	4,898	.81	6,027	4,896	.81	2,166	1,892	.87	2,653	2,019	.76
1968	5,972	4,130	.70	5,970	4,177	.70	3,002	2,152	.72	1,726	1,170	.68
1969	6,236	4,619	.74	6,224	4,603	.74	2,663	1,997	.75	1,667	1,236	.74
1970	5,954	5,584	.94	5,954	5,584	.94	4,031	3,800	.94	819	748	.91
1971	7,137	7,099	.99	7,135	7,097	.99	2,782	2,743	.99	2,574	2,613	1.02

Table 12.--West Germany's imports of nutmeg, neither crushed nor ground, 1966-71 average

Year	Total			Origin								
				Non-EC countires			Indonesia			West Indies		
	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg
1966----	1,149	1,849	1.61	1,149	1,849	1.61	1,031	1,585	1.54	77	185	2.40
1967----	1,020	1,243	1.22	1,020	1,243	1.22	859	982	1.14	120	214	1.78
1968----	1,484	1,165	.79	1,482	1,164	.79	1,044	764	.73	366	351	.96
1969----	1,285	1,096	.85	1,282	1,094	.85	922	746	.81	254	260	1.02
1970----	1,007	969	.96	1,007	969	.96	775	725	.94	143	168	1.17
1971----	1,338	1,225	.92	1,338	1,225	.92	1,004	860	.86	297	322	.92

for which Chinese restaurants provide a substantial market.

The prospects appear best for high-quality canned fruit in syrup (for example, lychees, mangoes, and tropical fruit cocktails), and exporters offering an assortment of products are likely to enjoy preference. Juices and nectars of exotic fruits have had difficulty in gaining acceptance because consumers often find them too sweet or somewhat tasteless. Considerable research into consumer preference would be needed to introduce these products. Owing to the very high entry charges (customs duty and sugar-added tax), the retail prices of imported jams, marmalades, and jellies will remain considerably higher than those of domestic and other EC countries' products and thus constitute a serious obstacle to the development of sales. West German retail prices for a selected group of exotic fruit products in 1970 are shown in table 13.

Pineapple

Canned pineapple is by far the largest tropical fruit product imported into West Germany. Non-EC countries, notably Taiwan and South Africa, supply virtually all Germany's needs (table 14). Members of the German food trade indicated mid-1973 canned pineapple prices of 30 cents per 2-1/2 can for slices and 22 cents per 2-1/2 can for pieces. Prices quoted were c.i.f. Hamburg for a product originating in Taiwan.

Most German processed food handlers expressed general satisfaction with the canned pineapple now available. Many felt that a new supplier of exotic fruits would do well to avoid pineapple in favor of a more unusual product such as a tropical fruit salad containing pineapple, papaya, banana, and passion fruit juice. Such a product, manufactured in South Africa, is now available to European consumers. Most of it is currently sold in the United Kingdom.

Papaya

The German market for papaya products is small. No Government or industry statistics detail the papaya trade specifically. However, food industry representatives spoke of some sales of papaya in syrup and of papaya as an ingredient of the tropical fruit salad. Papaya nectars from the United States (Hawaii) and South America were also mentioned, but the demand for these has been, and is, insignificant. German food handlers mentioned that papaya tends to become mushy when processed and this is a drawback to its use, even in a fruit salad.

Lychees

Canned lychees have a market of undefined size in Germany. The principal users are Chinese specialty restaurants. The main supplying countries are the People's Republic of China, Taiwan, and Hong Kong. Canned lychees were reported to be highly competitive in price so that opportunities exist for other suppliers to enter the trade, within the confines of the very limited market.

Table 13.--Retail prices of selected exotic fruit products in West German markets, spring 1970

Product	Net contents of tin	Origin	Importers' selling price per tin, excluding value added tax	Retail price U.S.A.	Type of retail outlet
Mango slices in 41% sugar syrup	28 fl. oz. (500 gm fruit)	India		1.46	Department store
Mango slices in syrup, choice grade	453 gm (240 gm fruit)	South Africa		0.75	Department store
Mango slices in syrup	567 gm (368 gm fruit)	Ceylon		0.78	Department store
Mango slices in syrup	850 gm (454 gm fruit)	India	0.82-0.99	1.53	Department store
Tropical fruit cocktail, choice grade (pineapple, papaya, banana, cherries in orange and passion fruit juice)	15-1/2 fl. oz. 439 gm	South Africa	0.26	0.48	Delicatessen
Papaya in light syrup	14 oz	Mexico	0.72	1.08	Department store
	396 gm			1.20	Delicatessen
Papaya chunks in heavy syrup	425 gm (250 gm fruit)	Taiwan		0.48	Department store
Papaya slices in syrup with pineapple juice added	420 gm jar (250 gm fruit)	United States (Hawaii)		1.31	Delicatessen
Jackfruit in syrup	450 gm	Malaysia		0.73	Delicatessen
Lychees in syrup	509 gm (340 gm fruit)	Hong Kong		1.35	Department store
Lychees in syrup	567 gm	Hong Kong	0.78		
Lychees in syrup	283 gm	Hong Kong	0.59		

Continued--

Table 13.--Retail prices of selected exotic fruit products in West German markets, spring 1970, continued

Product	Net contents of tin	Origin	Importers' selling price per tin, excluding value added tax	Retail price U.S.A.	Type of retail price
White lotus nuts in syrup	567 gm (270 gm fruit)	Hong Kong		1.08	Department store
Longans in syrup	567 gm	Hong Kong	0.77		
Loquats (whole peeled) in syrup	425 gm	Taiwan		0.40	Department store
Kumquats in syrup	453 gm jar	Hong Kong	0.97		
Nectars of passion fruit, guava, lulo or mora	12 fl. oz. 0.355 lt	Colombia		0.41	Delicatessen
Guava or papaya nectar	0.355 lt.	United States	0.34		
Mango juice	0.163 lt.	India	0.15		
Mango or guava nectar	16 fl. oz. 453 gm	India		0.54	Department store

Table 14.--West Germany's imports of canned pineapples, 1966-71

Year	Total			Origin								
				Non-EC countries			Taiwan			South Africa		
	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg
1966----	53,498	13,710	.26	53,490	13,707	.26	19,047	4,372	.23	4,619	1,235	.27
1967----	54,614	13,169	.24	54,587	13,161	.24	18,795	4,016	.21	6,223	1,419	.23
1968----	65,385	15,614	.24	65,385	15,614	.24	19,009	4,041	.21	9,241	2,193	.24
1969----	51,458	12,884	.25	51,458	12,884	.25	18,227	3,997	.22	5,622	1,382	.25
1970----	63,757	17,580	.28	63,757	17,580	.28	18,076	4,349	.24	11,582	3,033	.26
1971----	78,755	19,824	.25	78,688	19,805	.25	24,943	5,273	.21	9,849	2,575	.26

Vegetables

Representatives of the German food industry were interested in a new supply source for only two vegetables.

Asparagus

Canned (white) asparagus is a growing import item for West Germany. Imports in 1971 totaled 65.6 million kilos, up from 23.5 million kilos in 1966. Most of Germany's imports come from Taiwan (94 percent in 1971), with Spain a very distant source of supply (table 15). The average 1971 price per kilo for the Taiwan product was 43 cents. Spain's canned asparagus averaged slightly over 80 cents per kilo in 1971.

In discussing asparagus, representatives of the German food trade stressed two very important points: they are only interested in white asparagus, preferably packed in glass containers--this product is one of several which the housewife wants to see when she makes her selection in the grocery store or supermarket.

German food industry representatives expressed strong interest in new sources of canned white asparagus, provided, of course, that it would be as good as, or better than, the quality of asparagus now being purchased from Taiwan, and could be imported at a comparable, or even lower, price. This is an indication of the ease of entry to the German food market--it is quite open but very competitive. Industry respondents indicated that, for canned white asparagus, as for a number of other products, the filling of a one-time order would not be worthwhile for either the buyer or the seller. Continuity of supply is a must.

A major import-export firm in Hamburg indicated that after receipt and approval of a sample shipment of a product such as canned white asparagus, their minimum trial order was 2,000 cases of 24 count, number 2-1/2 cans. Unless a potential new supplier can meet at least this minimum order in a first transaction, he would be well advised not to attempt to break into the German market.

Green Beans

Canned green beans is another rapidly growing import item in Germany. Imports in 1971 totaled 87 million kilos, up sharply from the 57 million kilos imported in 1969 (table 16).

Unlike asparagus, canned green beans imported into West Germany come mostly from other EC countries. Belgium, France, and the Netherlands were the major suppliers in 1971. Only 12 percent of total canned green bean imports came from non-EC countries in 1971, with Canada and Romania being the most important sources. Prices were running about 20 cents per kilo in 1971 and were roughly the same, with some variation depending on the source, at the time the Vietnamese marketing team visited Germany.

Table 15.--West Germany's imports of canned white asparagus, 1966-71

Year	Total			Origin								
				Non-EC countries			Taiwan			Spain		
	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg
1966	23,481	15,177	.65	22,703	14,368	.63	13,920	9,568	.69	1,185	1,010	.85
1967	35,714	20,817	.58	35,204	20,345	.58	28,732	17,340	.60	413	287	.69
1968	40,117	25,213	.63	39,464	24,592	.62	31,807	20,863	.66	2,501	1,246	.50
1969	48,741	27,810	.57	47,899	26,893	.56	44,752	25,168	.56	1,164	727	.62
1970	59,005	30,232	.51	58,245	29,384	.50	56,281	27,916	.50	827	807	.98
1971	65,617	29,214	.45	64,751	28,253	.44	62,181	26,549	.43	439	357	.81

Table 16.--West Germany's imports of canned green beans, 1969-71

Year	Total			Origin								
				Non-EC countries			Canada			Romania		
	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg
1969----	57,244	11,660	.20	11,017	2,185	.20	6,199	1,435	.23	3,549	507	.14
1970----	69,631	15,358	.22	14,180	3,081	.22	9,291	2,229	.24	3,298	491	.15
1971----	87,237	19,712	.23	10,534	2,333	.22	6,389	1,587	.25	3,031	419	.14

With nearly all of their needs met through EC suppliers, most of the German businessmen interviewed believed there was only a slim chance for South Vietnam to break into the market for canned green beans. However, they admitted that a chance existed, and they expressed interest in samples and price quotations when Vietnam has an exportable product.

Specialty Foods

Bamboo shoots, water chestnuts, and mushrooms were the specialty items in which the German respondents expressed interest. Neither individual country nor EC trade statistics detail these products specifically. Certainly, bamboo shoots and water chestnuts enjoy a very small market, notably among restaurants specializing in Chinese dishes. Mushrooms have a larger appeal in Germany, but according to members of the German food trade, they do not represent a major import.

A new supplier of these specialty products would be well-advised to forward a batch of commercially prepared samples to EUFODA, the European Food Distributors Association.

Manioc

EC import statistics group manioc with other high-starch roots and tubers, excluding sweet potatoes. As indicated in table 17, Thailand and Indonesia account for 95 percent of West Germany's imports of manioc and similar roots and tubers.

A growing demand for pelletized manioc for livestock feed was noted by a number of the German businessmen who were interviewed. Available statistics do not identify pelletized manioc as a separate item. However, the interest expressed by German importers, plus the overall growth in the use of this feed in European countries, makes pelletized manioc a product worth investigating by the Vietnamese feed processor.

As a source of human food, manioc is a complete unknown in Germany. Absolutely no interest was expressed in manioc in such forms as meal and flour for human consumption.

Bed Feathers and Down

Germany has long been a prime market for feathers and down. Featherbeds and quilts remain widely used as bedding, and the natural feather and down stuffing is preferred.

In 1971, West Germany imported over 9 million kilos of raw bed feathers and down (mostly duck). Only about 15 percent of these imports came from EC nations. Of the 85 percent brought in from non-EC countries, the People's Republic of China and Yugoslavia were the main sources (table 18). Taiwan provided some 8 to 10 percent of the 1971 imports. South Vietnam's exports of feathers and down to West Germany were valued at about U.S.$17,000 in 1971.

Table 17.--West Germany's imports of manioc, arrow root, salep, and other similar roots and tubers with high-starch content, excluding sweet potatoes, 1969-71

Year	Total			Origin								
				Non-EC countries			Thailand			Indonesia		
	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg
1969----	516,294	29,835	.06	516,294	29,835	.06	264,165	14,794	.06	174,920	10,075	.06
1970----	587,646	38,101	.07	587,646	38,101	.07	390,442	24,253	.06	136,491	9,279	.07
1971----	522,248	35,805	.07	522,248	35,805	.07	319,502	21,651	.07	166,754	11,376	.07

Table 18.--West Germany's imports of bed feathers and down, raw, 1966-71

Year	Total			Origin								
				Non-EC countries			China			Yugoslavia		
	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg	1,000 kg	1,000 dollars	Dollars/ kg
1966----	10,169	26,507	2.60	8,306	21,444	2.58	4,157	9,321	2.24	478	2,255	4.72
1967----	8,660	21,495	2.48	7,080	17,890	2.53	3,044	6,559	2.16	613	2,445	3.99
1968----	9,634	22,581	2.34	7,797	18,435	2.36	3,475	6,399	1.84	735	2,601	3.54
1969----	9,428	23,638	2.51	7,668	19,402	2.53	3,302	6,260	1.90	1,006	4,060	4.04
1970----	8,933	25,447	2.85	7,261	20,990	2.89	2,974	6,551	2.20	1,054	4,727	4.49
1971----	9,317	27,235	2.92	7,799	22,403	2.87	3,199	7,053	2.21	1,160	5,383	4.64

Several major German importers said that they had imported feathers and down from the Saigon Feather Mill, owned by a Mr. Hyland. No complaints were heard on the quality of this product from Vietnam; however, internal security problems have apparently curtailed the supply of raw feathers and down and have reduced the processing capacity of Mr. Hyland's plant. Some German importers and brokers are still obtaining feathers and down from a Hyland operation in Thailand. Vietnam should have no trouble regaining, or even expanding, a share of the German market for feathers and down. Vietnam's product has a good image and one with which numerous users have had considerable experience. Provided Vietnam can still offer a quality product at a price competitive with the Chinese product (about U.S.$1.00 per pound in the past 2 years), feathers and down would appear to be one of the more promising export items for Germany.

OVERVIEW OF THE NETHERLANDS' ECONOMY

Huge amounts of raw and processed agricultural products are shipped into Rotterdam, Europe's largest and most modern port. Only a fraction of these are consumed in the Netherlands--the bulk is transshipped to other European destinations and North American countries. It was beyond the scope of this study to adjust the Netherlands' trade statistics for transshipments.

In 1971, agricultural trade of the Netherlands totaled U.S.$28 billion, of which about 30 percent represented goods in transit, either to or from other countries in northern Europe (mainly West Germany). Dutch imports and exports in 1971 were equivalent to 80 percent of the nation's GNP. The corresponding figure for the United States is 8 percent.

The Dutch Government expects real GNP to have increased about 5 percent in 1973. GNP was just under U.S.$46 billion in 1972--a year during which per capita income rose about 11 percent, to U.S.$3,430. Wages for the highly skilled labor force of the Netherlands are expected to have increased over 13 percent in 1973, and for the year ending March 1973, prices rose nearly 8 percent.

Dutch agriculture relies heavily on imports, principally on feed for the livestock industry, which accounts for about two-thirds of domestic farm production. Pelletized manioc, a popular livestock feed, is an item which South Vietnam officials should investigate as a potential export to the Netherlands.

MARKET POTENTIAL FOR VIETNAM'S EXPORTS IN THE NETHERLANDS

Tea appears to be a possibility for Vietnam in the Dutch market. In 1971, the Netherlands imported nearly 40 million kilos of tea--but re-exported about three-fourths of that amount, which indicates that the ultimate consumer market for tea entering Rotterdam and Amsterdam is in other areas--notably the United States and the United Kingdom. Some interest in tea was expressed by the Dutch importers contacted by the study team. However, it was made clear that the consumer specifications for tea did not necessarily lie in the Netherlands. This might warrant some further investigation on the part of potential Vietnamese suppliers.

The sizable number of Oriental specialty restaurants in the Netherlands provides a demand for such specialty items as canned bamboo shoots and canned lychee. This market is one of undetermined size and only through direct contact with Dutch importers of specialty foods could Vietnamese suppliers find an outlet.

Table 19.--The Netherlands' imports of tea, 3 kg or more, 1966-71 1/

Year	Total			Origin								
				Non-EC countries			Indonesia			Turkey		
	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000kg	1,000 $	$/kg	1,000kg	1,000 $	$/kg
1966	10,503	10,916	1.04	10,209	10,557	1,03	2,701	1,913	.71	33	21	.64
1967	38,630	24,010	.62	38,043	23,510	.62	15,306	8,520	.56	8,233	2,103	.26
1968	32,763	23,078	.70	31,858	22,307	.70	10,572	7,061	.67	6,328	1,521	.24
1969	29,107	20,564	.71	27,541	19,444	.71	7,843	4,768	.61	6,845	2,383	.35
1970	25,599	19,365	.76	24,419	18,356	.75	6,796	4,623	.68	4,932	1,322	.27
1971	39,401	25,643	.65	38,680	24,750	.64	8,371	7,001	.84	16,137	4,480	.28

1/ Not adjusted for transshipments.

Table 20.--The Netherlands' imports of cinnamon and cinnamon-tree flowers, neither crushed nor ground, 1966-71 1/

Year	Total			Origin								
				Non-EC countries			India			China		
	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg
1966	396	264	.67	381	253	.66	*	*	*	188	119	.63
1967	382	298	.78	377	294	.78	*	*	*	82	64	.78
1968	394	343	.87	384	334	.87	*	*	*	98	92	.94
1969	582	545	.94	564	524	.93	182	116	.64	108	122	1.13
1970	353	309	.88	345	298	.86	99	47	.48	81	91	1.12
1971	580	515	.89	556	493	.89	159	82	.52	82	83	1.01

1/ Not adjusted for transshipments

Table 21.--The Netherlands' imports of pepper, neither crushed nor ground, 1966-71 1/

Year	Total			Origin								
				Non-EC countries			Indonesia			Singapore		
	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg
1966	718	784	1.09	693	759	1.10	519	570	1.10	*	*	*
1967	918	787	.86	910	777	.85	628	535	.85	*	*	*
1968	717	524	.73	709	517	.73	480	349	.73	10	7	.70
1969	964	725	.75	930	703	.76	573	440	.77	189	145	.77
1970	924	926	1.00	841	838	1.00	403	410	1.02	290	281	.97
1971	995	1,002	1.01	949	939	.99	449	457	1.02	288	2 273	.95

1/ Not adjusted for transshipments.

Table 22.--The Netherlands' imports of canned asparagus, 1966-71 1/

Year	Total			Origin								
				Non-EC countries			Taiwan					
	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg
1966	878	654	.74	590	370	.63	281	225	.80			
1967	1,141	828	.73	946	667	.71	822	582	.71			
1968	848	631	.74	766	573	.75	664	507	.76			
1969	1,706	1,159	.68	1,613	1,077	.67	1,505	1,033	.69			
1970	2,858	1,720	.60	2,832	1,702	.60	2,771	1,681	.61			
1971	3,934	1,998	.51	3,921	1,989	.51	3,822	1,938	.51			

1/ Not adjusted for transshipments.

Table 23.--The Netherlands' imports of canned pineapples, 1966-71 1/

Year	Total			Origin								
				Non-EC countries			Ivory Coast			Philippines		
	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg
1966	9,869	2,656	.27	9,839	2,645	.26	714	191	.27	1,137	372	.33
1967	9,968	2,578	.26	9,955	2,572	.26	1,426	366	.26	1,123	367	.33
1968	9,526	2,430	.26	9,484	2,418	.25	1,766	484	.27	3,427	854	.25
1969	7,542	2,033	.27	7,456	2,005	.27	1,810	507	.28	1,706	477	.28
1970	8,202	2,398	.29	8,023	2,340	.29	2,076	588	.28	1,744	569	.33
1971	13,077	3,417	.26	12,666	3,291	.26	3,388	943	.28	3,622	913	.25

1/ Not adjusted for transshipments.

Table 24.--The Netherlands' imports of bed feathers and down, raw, 1966-71 1/

Year	Total			Origin					
				Non-EC countries			China		
	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg
1966	175	304	1.74	100	174	1.74	73	136	1.86
1967	106	172	1.62	67	108	1.61	47	81	1.72
1968	163	283	1.74	100	154	1.54	77	119	1.55
1969	188	410	2.18	135	248	1.84	106	170	1.60
1970	202	392	1.94	115	208	1.81	90	185	2.06
1971	218	411	1.89	183	310	1.69	156	281	1.80

1/ Not adjusted for transshipments.

Table 25.--The Netherlands' imports of manioc, arrowroot, salep, and other similar roots and tubers with high-starch content, excluding sweet potatoes, 1969-71 1/

Year	Total			Origin								
				Non-EC countries			Thailand			Indonesia		
	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg	1,000 kg	1,000 $	$/kg
1969	433,797	23,098	.05	427,322	22,837	.05	399,805	21,285	.05	27,112	1,525	.06
1970	502,066	31,217	.06	495,243	30,835	.06	470,943	29,244	.06	22,723	1,479	.07
1971	514,364	32,578	.06	512,849	32,477	.06	487,262	30,802	.06	23,628	1,525	.07

1/ Not adjusted for transshipments.

APPENDIX A: EUROPEAN CONTACTS FOR IMPORTS AND PROMOTION OF IMPORTS

West Germany

Arnold Otto Meyer
2 Hamburg 1
Ballindamm 1
(Dr. Deiter Lorenz--Meyer, Managing Director--Import Division)

Richard Behr and Company
2000 Hamburg 1
Gertrudenkirchhof 10
(Jurgen E. Habertag)

European Food Distributors Association (EUFODA)
6230 Frankfurt A/M--Hochst
Konigsteinerstrasse 86
(Walter Braum, Chairman and Hans Wrohlewski, General Secretary)

Edeka Zentrale, AG
2000 Hamburg 1
An Der Alster 52
P. O. Box 1148
(Hans Grosse, General Director and Peter Henrichsen, Manager, Canned Fruit and Vegetables)

Frankfurt Messe
Frankfurt am Main
Friedrich Ebert Anlage 57
(Carl T. Steidle, Director)

H. W. Appel Feinkost, AG
3 Hannover
Engelbosteler Damm 72

Charles Hosie Import
Hamburg 1
Spitalerstrasse 16
(Walfgang Hosie, President)

Jebsen and Jessen
2000 Hamburg 1
Lange Muhren 9
(Karl-Heinz Baus, Import Manager)

Hermann Loue Company
Hamburg 6
Schanzenstrasse 58-60

Paul Mehner Import-Export
2000 Hamburg 11
Reimersbrucke 5
(Herbert Mehner, President and Gerhard Diderding, Manager)

Menke and Company
2 Hamburg 11
Gr. Reichenstrasse 25-27

Heinrich Plambeck Meats
2 Hamburg 6
Sternstrasse 67
(Peter Paulsen, Buyer)

Petersen and Paulsen
2 Hamburg 11
Kl. Reichenstrasse 21

Purchasing Association of Consumer Cooperatives (Co-op)
(J. Noreiks, Director and Ulrich Koddermann, Assistant Director)

Rohlig and Company
Hamburg 11
Vorsetzen 54
(Oscar Herwig)

Trade Promotion Center for Developing Countries
53 Bonn
Kaiser-Friedrich-Strasse 13
(Dr. Helga Henselder)

West German Department Store Chains with Food Units

Helmut Harten Gmb H
4000 Dusseldorf
Am Seestern 1

Hertie Warenkaufhaus Gmb H
6 Frankfurt am Main
Burnstadt, Niedenrath

Kaufhof, A. G.
5 Cologne
Leonhard Tietz Strasse 1

Rudolf Karstadt, A. G.
43 Essen
Thesdor-Althoff-Strasse 2

West German Voluntary Chains

A & O Allsichtorganisation Gmb H
76 Offenburg/Baden
Englerstrasse 1

AFU-Freinillige Handelskette Gmb H
68 Mannheim
Kaiserring 38

Centra Lebensmittel Gmb H
5 Cologne
Hansaring 45-47

Deutsche VIVO Zentrale
6 Frankfurt am Main
Eschenheimer Anlage 28
P.O.B. 2046

Fachring Gmb H Bundeszentrale
62 Weisbaden - Riebrich
Ritterhausstrasse 5
P.O.B. 9133

Handelgessellschaft SPAR Gmb H
6 Frankfurt/Main 6
Kennedyallee 34

VEGE (Verkaufsgemeinschaft Deutschland)
6 Frankfurt/Main
Grossegallus Strasse 21

West German Mail--Order Houses

Die Quelle
85 Nurnberg
Further Strasse 356

Neckerman Versand K. G.
6 Frankfurt am Main
Hanauer Lamdstrasse 360-400

The Netherlands

Centre for Promotion of Imports
from Developing Countries
Beursgeboun 214
Coolsingel 58
Rotterdam
(W. J. Rijpma, Director)

Organization of Fruit and Vegetable
Marketing of Holland
Bezuidenhoutsewg 153
The Hague

France

In addition to the firms listed in the text, the following are suggested as useful contacts in France:

Mr. Lombard and Mr. Charles Luxcey
Directeur Adjoint de la
Societe Générale
Conseiller du Commerce
Exterieur de la France
Paris

Mr. Hubert Jolivet
Président du Syndicat National des Importateurs
et Triturateurs de Powres et d'epices
52, Avenue Edouard Vaillant
93-507 Pantin, Paris
Associated with: Ets Emile Aussage (spice importer)

Chantal Périn
Société d'economie mixte
Du Manché D'Interêt National
De Paris-Rungis
94 Rungis, Paris

Mr. Jacques Lelief
Delegue General du Syndicat National
Des Distributeurs Grossistes Importateurs Exportateurs
de Produits Alimentaires
9, Rue Vernet, Paris 8

Mr. Yemeniz
Directeur des achats alimentaires
Sapac-Prisinic
27 me de mogador, Paris

Robert Bouttier
Conseiller du Commerce Extérieur de la France
Secrétaire Général
De La Fédération National du Commerce Extérieur
des Produits Alimentaires
171, Avenue Victor-Hugo
75116 Paris

André Ott
Directeur Service Import Europe
Pomona S.A.
Batiment 1-8
Avenue de l'Europe
94153 Rungis, France

Mr. Rossi
Customs Office
Ministry of France, Paris

Mr. Goff
Chief of Statistical Service
Ministry of Economy and Finance
182 Rue St Honori
Paris 8

Societe Nationale d'Importation et de Representation
and PARIDOC
52 Rue de Clichy
75 Paris 9

Mr. Freyche
Directeur Adjoint des Relations
Economiques Exterieures
Department de pays on Sud Est Asiatique
41 Quai Branly
Paris 17

Mr. C. Gaury
Mr. J. Alliot
Groupement d' Etudes et de Recherches pour
de Developement de l'Agronome Tropicale
5 Square Petarque, Paris

Jacque Lecreux
Societe Cabot France
104 Ave. Charles de Gaulle
Paris

APPENDIX B: EXCHANGE RATES

French Franc/U.S. Dollar

	1971	1972	1973
January	5.517	5.129	5.026
February	5.516	5.070	4.529
March	5.514	5.028	4.541
April	5.514	5.032	4.570
May	5.536	5.002	4.410
June	5.515	5.002	4.105
July	5.513	5.002	
August	5.514	5.006	
September	5.530	5.012	
October	5.534	5.041	
November	5.513	5.043	
December	5.224	5.125	

Source: International Financial Statistics, IMF

Deutsche Mark/U.S. Dollar

	1971	1972	1973
January	3.631	3.209	3.158
February	3.634	3.187	2.843
March	3.630	3.168	2.838
April	3.632	3.179	2.837
May	3.550	3.177	2.730
June	3.497	3.156	2.425
July	3.460	3.175	
August	3.396	3.190	
September	3.318	3.202	
October	3.336	3.204	
November	3.309	3.196	
December	3.268	3.202	

Source: IFS, IMF

Guilder/U.S. Dollar

	1971	1972	1973
January	3.597	3.188	3.180
February	3.595	3.176	2.855
March	3.595	3.194	2.944
April	3.594	3.219	2.966
May	3.561	3.208	2.832
June	3.565	3.173	2.620
July	3.552	3.196	
August	3.444	3.230	
September	3.372	3.236	
October	3.348	3.230	
November	3.314	3.227	
December	3.254	3.226	

Source: IFS, IMF